



WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

http://www.channel3000.com

CONTRACT

<u>Contract / Revision</u> 6062634 /		<u>Alt Order #</u> 06062634
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 03/20/12 - 03/26/12		<u>Estimate #</u> 1357
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 03/19/12 / 03/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISC-TV	<u>Account Executive</u> Matthew Norten	<u>Sales Office</u> HRP Washingto
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media
600 Fairmount Avenue, Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	WISC	03/20/12	03/23/12	News 3 This Morning	6-7am		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TWTF--				4	\$800.00			
N 2	WISC	03/20/12	03/23/12	M-F Early Show	7-9am		:30			NM	17	\$17,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TWTF--				8	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
6062634 /	06062634

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/20/12 - 03/26/12	RESTORE OUR FUTUR	1357

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Issue	03/19/12 / 03/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/19/12-03/25/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21								
	3	WISC	03/19/12-03/25/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21								
	4	WISC	03/19/12-03/25/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21								
	7	WISC	03/19/12-03/25/12	M-F Early Show	7-9am	-TuWThF----	:30		\$350.00	NM		
				See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21								
	9	WISC	03/22/12-03/22/12	Wisconsin Basketball	11am-10pm	----Th-----	:30		\$10,000.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	10	WISC	03/25/12-03/25/12	For the Record	10-1030am	-----Su	:30		\$75.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	11	WISC	03/25/12-03/25/12	For the Record	10-1030am	-----Su	:30		\$75.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	12	WISC	03/25/12-03/25/12	Badger Sports Report	1030-11am	-----Su	:30		\$500.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	13	WISC	03/21/12-03/22/12	Su- Th News 3 at 430	430-5xm	---wTh-----	:30		\$50.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	14	WISC	03/21/12-03/22/12	Su- Th News 3 at 430	430-5xm	---wTh-----	:30		\$50.00	NM		
	15	WISC	03/25/12-03/26/12	Su- Th News 3 at 430	430-5xm	M-----Su	:30		\$50.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	16	WISC	03/25/12-03/26/12	Su- Th News 3 at 430	430-5xm	M-----Su	:30		\$50.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	17	WISC	03/21/12-03/23/12	M-F News Replay	9-930am	---wThF----	:30		\$100.00	NM		
	18	WISC	03/21/12-03/23/12	M-F News Replay	9-930am	---wThF----	:30		\$100.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	19	WISC	03/21/12-03/23/12	M-F News Replay	9-930am	---wThF----	:30		\$100.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	20	WISC	03/26/12-03/26/12	M-F News Replay	9-930am	M-----Su	:30		\$100.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
	21	WISC	03/26/12-03/26/12	CBS Monday	8-9pm	M-----Su	:30		\$5,000.00	NM		
	Ⓜ			MG for 19.1,24.1,2.7,2.4,23.1,31.2,15.2,2.1,15.1,2.3								
N 3	WISC	03/20/12	03/23/12	Price is Right	10-11am		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TWTF--				4	\$500.00			
N 4	WISC	03/20/12	03/23/12	Young and the Restless	11-12pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TWTF--				4	\$500.00			
N 5	WISC	03/20/12	03/23/12	News 3 at Noon	12-1230pm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TWTF--				4	\$600.00			
N 6	WISC	03/20/12	03/21/12	Anderson Cooper	4-5pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TW----				2	\$500.00			
N 7	WISC	03/20/12	03/21/12	Live at Five	5-530pm		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TW----				2	\$1,700.00			
N 8	WISC	03/20/12	03/21/12	News 3 at 6	6-630pm		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TW----				2	\$1,900.00			

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Contract / Revision	Alt Order #
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Contract Dates	Product	Estimate #
03/20/12 - 03/26/12	RESTORE OUR FUTUR	1357

Advertiser	Original Date / Revision
Political Issue	03/19/12 / 03/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WISC	03/20/12	03/21/12	Entertainment Tonight	630-7pm		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TW----				2	\$1,700.00			
N 10	WISC	03/20/12	03/21/12	News 3 at 10	10-1035pm		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-TW----				2	\$2,000.00			
N 11	WISC	03/20/12	03/20/12	CBS Tuesday	7-8pm		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-1-----				1	\$5,500.00			
N 12	WISC	03/20/12	03/20/12	CBS Tuesday	8-9pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-1-----				1	\$4,500.00			
N 13	WISC	03/22/12	03/22/12	Regional Semi	6-11pm		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	---2---				2	\$4,000.00			
N 14	WISC	03/23/12	03/23/12	Regional Semi	6-11pm		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	----2--				2	\$4,000.00			
N 15	WISC	03/24/12	03/24/12	Regional Final	130-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----2-				2	\$4,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/19/12-03/25/12	Regional Final	130-10pm	-----Sa--	:30		\$4,000.00	NM		
		See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21										
	2	WISC	03/19/12-03/25/12	Regional Final	130-10pm	-----Sa--	:30		\$4,000.00	NM		
		See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21										
N 16	WISC	03/24/12	03/24/12	News 3 at 10	10-1035pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----1-				1	\$1,200.00			
N 17	WISC	03/25/12	03/25/12	CBS Sunday Morning	8-930am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----1				1	\$800.00			
N 18	WISC	03/25/12	03/25/12	Face the Nation	930-10am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----1				1	\$800.00			
N 19	WISC	03/25/12	03/25/12	Regional Final	130-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----1				1	\$4,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/19/12-03/25/12	Regional Final	130-10pm	-----Su	:30		\$4,000.00	NM		
		See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21										
N 20	WISC	03/25/12	03/25/12	CBS Sunday	6-7pm		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----1				1	\$6,000.00			
N 21	WISC	03/25/12	03/25/12	CBS Sunday	7-8pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/19/12	03/25/12	-----1				1	\$4,500.00			
N 22	WISC	03/25/12	03/25/12	News 3 at 10	10-1035pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 03/20/12 - 03/26/12	<u>Product</u> RESTORE OUR FUTUR	<u>Estimate #</u> 1357
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 03/19/12 / 03/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/19/12	03/25/12	-----1				1	\$1,700.00			
N 23	WISC	03/26/12	03/26/12	News 3 This Morning	6-7am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	2-----				2	\$800.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	News 3 This Morning	6-7am	M-----	:30		\$800.00	NM		
See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21												
N 24	WISC	03/26/12	03/26/12	M-F Early Show	7-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	2-----				2	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	M-----	:30		\$350.00	NM		
See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21												
N 25	WISC	03/26/12	03/26/12	Price is Right	10-11am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$500.00			
N 26	WISC	03/26/12	03/26/12	Young and the Restless	11-12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$500.00			
N 27	WISC	03/26/12	03/26/12	News 3 at Noon	12-1230pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$600.00			
N 28	WISC	03/26/12	03/26/12	Anderson Cooper	4-5pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$500.00			
N 29	WISC	03/26/12	03/26/12	Live at Five	5-530pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$1,700.00			
N 30	WISC	03/26/12	03/26/12	News 3 at 6	6-630pm		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$1,900.00			
N 31	WISC	03/26/12	03/26/12	Entertainment Tonight	630-7pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	2-----				2	\$1,700.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WISC	03/26/12-04/01/12	Entertainment Tonight	630-7pm	M-----	:30		\$1,700.00	NM		
See MG 2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20,2.21												
N 32	WISC	03/26/12	03/26/12	News 3 at 10	10-1035pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$2,000.00			
Totals											65	\$94,400.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/25/12	52	\$78,700.00	\$66,895.00
03/26/12 - 03/26/12	13	\$15,700.00	\$13,345.00
Totals	65	\$94,400.00	\$80,240.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.



WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<http://www.channel3000.com>

<u>Contract / Revision</u>		<u>Alt Order #</u>
6062634 /		06062634
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/20/12 - 03/26/12	RESTORE OUR FUTUR	1357
<u>Advertiser</u>		<u>Original Date / Revision</u>
Political Issue		03/19/12 / 03/20/12

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.